

TELECASTING

Air Mail to Broadcasters

406 14 50

Radio Station WCPO
AFFILIATED WITH
The Cincinnati Post

9900 CAREW TOWER
CINCINNATI 2, OHIO

July 24, 1950

THE WCPO STATIONS
WCPO
WCPO-TV
WCPO-FM

Mr. C. J. Witting
DuMont Television Network
515 Madison Avenue
New York, New York

Dear Chris:

May I congratulate you on the quality of the teletranscription of the "Cavalcade of Stars" program which we telecast Sunday night July 16. It was the best recording I have ever seen. It was as good as a live network feed.

Cordially,

M. C. Watters
Vice President
General Manager

DU MONT—the first television network—continues to pioneer. New Teletranscription* techniques developed in the Du Mont laboratories give better grays, sharper images, minimum flare, higher fidelity sound . . . and produce unsolicited letters like the above. One more reason why smart sponsors know—

**Dollars get more
dialers on Du Mont**

60 Stations
DU MONT
TELEVISION
NETWORK

The Nation's Window on the World

515 Madison Avenue, New York 22, N. Y. • Phone: MUrray Hill 8-2600

*Teletranscription—sometimes called "kinescope recording"—a Du Mont Trade Mark.